

THE IMPLEMENT OF THE MARKETING ACTIVITY IN THE ENSURANCE COMPANY

IMPLEMENTAREA ACTIVITĂȚII DE MARKETING ÎN CADRUL COMPANIEI DE ASIGURARE

HÂNCU LINA

Academy of Economic Studies Chisinau, Republic of Moldova

Abstract. *Marketing activity owns its peculiarities in the ensurance field. Thus, its situation and its place in the ensurance field are established by the level of development of the ensurance relations, by the state of the ensurance market and its infrastructure, by the needs of the ensurance services and the manner of the perceive by the users, by the cultural level of the population and of the economic agents in this field, by the technique and financial possibilities of the ensurances and its safety level.*

Rezumat. *Activitatea de marketing își are particularitățile proprii în domeniul asigurărilor. Astfel, situația sa și locul său în cadrul acestui domeniu sunt stabilite de nivelul de dezvoltare a relațiilor de asigurare; de statutul pieții de asigurare și de infrastructura sa; de nevoile serviciilor și de maniera percepției de către utilizatori; de nivelul cultural al populației și al agenților economici în acest domeniu; de posibilitățile tehnice și financiare a asigurătorilor și de nivelul siguranței.*

Nowadays, ensurance market from the Republic of Moldova, is in a position of development of the ensurance markets, definite through the elaboration of the important conceptions and of the obtaining of the first results. Lately, **ensurance markets**, also *ensurance companies* from the Republic of Moldova suffered a lot of changes, because of the domain of activity and of the different performed services, which now they are in competition. All the events on the economic market and not only, have influenced very much the ensurance companies which promotes and realize a large scale of diverse products, which ensure the population and gives a sensation of stability, very important in our days because of the rules stated on the economic market.

The success of each *ensurance company* depends very much on the value and on the amount of services performed in time and it is mentioned the fact that the important reason for the promotion of the support policy of the development of the ensurance market is the economic role of forestall of the risks assumed by the ensurance companies and agents. For the fulfilment of the assumed obligations, ensurance companies forms from its

insurance premium collected from the life insurance, goods insurance and civil responsibility insurance reserves, necessary for the different payments. The reserves can be technical which are used to fulfill the pledge by the insurances at the moment of the insured caused event, with the mention of what kind of the insurance; other reserves, which are used to cover the unexpected expenses. This last kind of the reserve is a supplement to the social capital of the insurance company, its constitution is based on the general law and on the commercial society statute, which is made from the profit of the insured.

As I mentioned, the success of the companies depends on many factors, but the most important is the way of the implement of the marketing activity inside the company. Now it is necessary to study the marketing tactics and the marketing decisions: *planning, management and the control* of the marketing activities of the insurance activity or only of one part of it, which includes the formulation of the objectives, of the policies, of the programs and of the marketing strategies for all the problems which depends on the organization and on the coordinating, on the supervision of the marketing operations and on the control of performance of the marketing activity.

The plans must be elaborated for a long - time period and during this period they must be divided in plans for short – time periods or yearly plans, which includes and the marketing plans. This is necessary because with the help of these plans it is much easier to elaborate different foreseings and to lead the company to success. The person which is responsible for the marketing compartment must know a lot information about the insurance company, about the capacities of the performed services, about the behaviour of those who will be insured, about the psychological and sociological theories, about quantitative, legal and moral parameters of the entire activity. Very important is the fact that he must to forecast everything for all important levels and aspects of the company.

To success, the company must have its own *marketing strategy* and this must maintain a concordance between the action and the result. This means that all necessary strategies are included: *engagement strategy, action strategy and result strategy*. The part of the engagement strategy is the part with the attribution of the tasks, coordinates different functions of the companies – what kind of functions are inside the company and what kind of new functions can be implemented inside and which are the engagement criterions of the persons; market development, financial – administrative development, general leading is included in the action strategy which will lead the company to success.

To understand it better I will give a complete explanation. In fact, the elaboration of the enterprise strategy starts with the define of the strategic objectives: *social contribution*, *economic development* and the *profit* measured as a per cent from the selling sum or as a efficiency of the investment.

Another marketing strategy which will lead the insurance company to success would be the *selection strategy*; this means that the entrance on insurance market that offers essential advantages and growth perspectives. Productivity strategy includes the development programs of the company, studies of the conditions to conclude the auto – administration of the performed services and to stimulate the insurance impulses.

In many ways, *the planning strategy* of the strategic decisions can be very important. To be a winner you must take care of „innovation”, of „jumping in front” and of the „improvement in phases”. By innovation we will understand any discoveries; new services; new utilisations; new ways of buying. By the jumping in front means that some insurance companies have some improvements after launching of the new service by the competitor.

This strategy outruns the competitors and maintains a growthy and positive atmosphere inside the company and on the market. The improvement in phases, also the introduction of new products in phases through new actions after the innovation program.

The first strategy which is applied by the insurance company is one quiet simple of growth. These are looking to raise the selling volume, as an important growth way of a profitable company. The first growth strategy is determined by the new product, thus the insurance company become a competitor on its market.

In this moment, when the demand for this service grows and includes the whole segment of the insured, must be adopted the strategy of the product diversity.

Thus, it can be included and the launching strategy for new services. This launch program is a critical factor because this supposes a rapid progress, with a minimum possible risk.

An important role in the implement in the marketing activity inside the insurance company has the publicity. It has a very important role for the success of the company; also can be the information function that must carry out the advertising and the commercial propaganda.

CONCLUSIONS

In the future, the *marketing activity* will become the basic criterion in the organization process of the structure of the insurance company; it will ease the appropriation of the insured by the insurance company.

BIBLIOGRAPHY

1. **Bârsan Mihaela, 1998** - *Analiza în studiile de marketing*. Tribuna Economică, Nr. 22.
2. **Boier Rodica, 1994** - *Marketing. Comportamentul consumatorului*. Editura Grafics, Iași.
3. **Florescu C., 1992** - *Marketing*. Editura Marketer, București.
4. **Kotler Phili., 2000** - *Managementul marketingului*. Editura Teora, București.